PUBLISHED WEEKLY • 14TH YEAR OF PUBLICATION

File copy
3/15/54

fashion calendar

circle
7-4447

35 WEST 53rd STREET • NEW YORK 19
RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 12, 1954

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 11 10:15 A.M.	PRESS EXHIBITION OF "CONMATIC" ZIPPER	CONMAR PRODUCTS CORP.	715 FIFTH AVENUE SIDNEY WAIN OFFICE
	Tour and luncheon at Conmar Products plant in Newark, previewing new "Conmatic" snag-proof slide zipper. By invitation. Contact: Eleanor Ryan at Sidney J. Wain, PL. 9-6840.		
Thursday March 11 10:30 A.M.	INFORMAL SHOWING OF SPRING COUTURE IMPORTS	CELANESE CORP. OF AMERICA	180 MADISON AVENUE 10TH FLOOR
	Presentation of French, Italian, Spanish, Irish, English couture collections, showing new fabrics made of Celanese acetate yarns loomed in France. By invitation. Contact: Norma Geer at Celanese, MU. 9-6000.		
Thursday March 11 11:00 A.M.- 3:30 P.M.	ANNUAL FRAGRANCE CONVENTION	THE FRAGRANCE FOUNDATION, INC.	HOTEL PLAZA BAROQUE SUITE
	Fifth annual convention, presenting a five-year review and future plans; also, merchandising and marketing ideas. Luncheon (12:30 P.M.) Ballroom; tickets: $8.50 each. Contact: Fragrance Foundation, 1 E. 53rd, EL.5-3168.		
Thursday March 11 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe will present "ageless" fashions by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 11 2:00 P.M.	MILLINERY SHOW BY G. HOWARD HODGE	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
	Fashion showing of new Spring hat collection by G. Howard Hodge, who will be commentator. Open to public. Publ.: Frances Bemis, TR.5-7200, Ext. 692.		
Thursday March 11 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	BONWIT TELLER	9TH FLOOR
	Presentation of Bonwit Teller's custom-order fashions by Mr. Yanni Evangelides; also, French imports. By invitation only. Contact: EL.5-6800.		
Thursday March 11 4:45 P.M.	PREVIEW OF SPRING BOUTIQUE FASHIONS	ZITA, INC.	44 EAST 64TH STREET
	Zita will present her Spring and early Summer collection of Boutique fashions. By invitation only. Contact: RE. 4-0101.		
Thursday March 11 6:30 P.M.	GIRL SCOUT MODELS AT EASTER FASHION SHOW	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR
	"Scouting for Easter Fashions" show to be modeled by Girl Scouts with Robin Morgan, CBS-TV, as guest commentator. Flag presentation ceremonies for 65 new Brooklyn Girl Scout Units. Publ.: Frances Bemis, TR. 5-7200.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday March 12 11:45 A.M. Luncheon	IMPORT FASHIONS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	The Fashion Group will present its semi-annual International Fashion Show. Report and commentary: Bettina Ballard, Fashion Editor, "Vogue". Co-Chairmen of Ready-to-Wear Division: Adelia Ellis and Alice Burrows. Price: $7.50 for members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.		
Friday March 12 4:30 P.M.	"LEATHER IN YOUR LIFE" SHOWING OF FILM	LEATHER INDUSTRIES OF AMERICA	JOHNNY VICTOR THEATRE 40 WEST 49TH STREET
	Repeat showing of half-hour film depicting impact of leather on life in America. By invitation only. Publicity: Billie Gould, MU. 6-7956.		
Friday March 12 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	March 12: Walter Florell. March 19: Laddie Northridge. March 26: Monica Basel. April 2: William J. April 9: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Friday March 12	GIRL SCOUT DAY. Contact: Girl Scouts, Inc., 155 East 44th St., MU. 2-2505.		
March 14- March 20	IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		

WEEK BEGINNING MONDAY, MARCH 15, 1954

March 15	FEDERAL INCOME TAX DUE (Monday).		
Beginning Monday March 15 11:00 A.M.	OPENING: NEWLY-DESIGNED FASHION FLOOR	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
	Preview of Easter fashions, with showing for press and public Monday, March 15 at 11:00 A.M., featuring Marika Niki, star of "Teahouse of the August Moon". Continuous showings throughout week, 11:00 A.M. to 3:00 P.M.; also 6:00 P.M. to 7:30 P.M. on Thursday. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 692.		
Monday March 15 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	CESAR RUBIO (44 EAST 50TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Cesar Rubio will present his Spring collection of hats during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, CI. 6-1790.		
Monday March 15 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	AMIE (715 MADISON AVE.)	CARLTON HOUSE CARLTON ROOM
	Amie will present Spring ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; Contact: Headwaiter, TE. 8-3000. Carlton House Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.		
Beginning Monday March 15	SHOWING OF IMPORT COLLECTION	F.A. MacCLUER, INC.	160 EAST 56TH STREET SHOWROOM-7TH FLOOR
	Showing of the Fall Jaeger import collection for men, women and children, designed and tailored in England. By appointment. Publicity: The Miles, 58 West 40th St., LO. 4-5150.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 16 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORTS AND COPIES	GIMBELS	3RD FLOOR SPECIALTY CORNER
	Gimbels will present a press showing of the Spring International imports and copies. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 22, 1:00 P.M. luncheon--See page 4). Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600.		
Tuesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS	BERGDORF GOODMAN	3RD FLOOR
	Bergdorf Goodman will preview Bernard Newman's collection of ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 16 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	HARVEY BERIN, LTD. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of Harvey Berin's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday March 16 3:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL BILTMORE FOUNTAIN COURT
	Annual Fall Fabric Forum for children's wear and accessories manufacturers by "Parents' Magazine", showing Fall fabric, color and silhouette news. Fabric display: 3:00 P.M.-3:45 P.M. Fashion presentation by Mrs. Beryl Tucker, Fashion Editor of "Parents'": 3:45 P.M.-4:15 P.M. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.		
Tuesday March 16 5:00 P.M. Cocktails	PRESS PREVIEW: "PATH OF THE SUN" FABRICS	WILLIAM PAHLMANN ASSOCIATES	231 EAST 51ST STREET 2ND FLOOR
	"Path Of The Sun" Far East press party introducing William Pahlmann's new Everglaze Fabrics for Homefurnishings and Fashions. Color movie: 7:00 P.M. Curry supper: 7:45 P.M. By invitation only. Contact: Richard Dillon or Miss Basiel, PL. 9-7306.		
March 17	ST. PATRICK'S DAY (Wednesday).		
Wednesday March 17 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING	MACY'S NEW YORK	WALDORF-ASTORIA EMPIRE ROOM
	Continental Fashion show of French and Italian originals, and Macy counterparts, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (Customer showings, by ticket only, Monday, March 22 and Tuesday, March 23 at 2:30 P.M. in Macy's Little Shop, 2nd floor). Macy's Publicity: Helen Law or Barbara Gray, CH. 4-2000, Ext. 2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday March 18 10:00 A.M.	PRESS PREVIEW: IMPORTS & COPIES	OHRBACH'S	2ND FLOOR OVAL ROOM
	Ohrbach's preview of Paris and Italian originals and copies to the press. By invitation only. Publicity: Mark Klauser, SP. 7-9000.		
Thursday March 18 11:00 A.M.	PREVIEW OF SPRING AND SUMMER FASHIONS	CHARLES KLEIBACKER OF KUGELOFF, INC.	16 EAST 52ND STREET SALON
	Spring and Summer daytime, cocktail, evening custom and ready-to-wear collection by Charles Kleibacker. By invitation. Publ: Gladys Steiner, MU. 9-1630.		
Thursday March 18 1:00 P.M. Luncheon	PHILIP HULITAR FASHIONS AT LUNCHEON SHOW	MILGRIM	HOTEL PLAZA PERSIAN ROOM
	Philip Hulitar's Spring and Summer fashions. Contact: PL. 9-3000. Milgrim Publ: Nadine Bertin, CI. 7-7200. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 18 3:00 P.M.-6:00 P.M. Cocktails	50TH ANNIVERSARY OF ROYAL TYPEWRITERS	ROYAL TYPEWRITER CO.	HOTEL PLAZA TERRACE ROOM
	Press conference, celebrating 50th anniversary of Royal Typewriter Co., with a complete display of typewriters for the past 50 years. By invitation only. Publicity: Anne Cunningham at Young & Rubicam, 285 Madison Ave., MU. 9-5000.		
Saturday March 20 11:30 A.M.	SPRING FASHIONS FOR TEENS AND JUNIORS	NAMM-LOESER'S (BROOKLYN)	2ND FLOOR
	"Spring Song"--presentation by Namm-Loeser's, in cooperation with "Seventeen" Magazine, of Spring fashions for teens and juniors. Guest Commentator: Ray Crespin, "Seventeen". Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 310.		
March 20	FIRST DAY OF SPRING (Saturday).		
Monday March 22 9:00 A.M.-11:00 A.M. Coffee	PRESS PREVIEW OF BEDROOM ENSEMBLES	JAMES McCUTCHEON & CO.	5TH FLOOR
	"Some Enchanted Bedrooms"--presentation of McCutcheon's nine coordinated bedroom ensembles, emphasizing color and softness in "mix and match combinations". By invitation only. Open to public thereafter. Publicity: Ned Irish, EL. 5-1000.		
Beginning Monday March 22 9:30 A.M.-5:30 P.M.	"MAKE IT FOR PENNIES... WITH HANKIES"	HANDKERCHIEF PROMOTIONS, INC.	2 WEST 46TH STREET ROOM 1606
	Display of garments and fashion accessories made from handkerchiefs, created by leading designers. By invitation only. Contact: Mary Marsh Associates, PL. 7-5809.		
Monday March 22 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Luncheon presentation of International imports from England, France, Italy and Switzerland, with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
March 22-March 31	SPRING CARPET BAZAAR		
	Publicity: Kathryn Beebe, Selvage, Lee & Chase, 1 E. 43rd St., MU. 7-8550.		
Tuesday March 23 12:15 P.M. Luncheon	DISCUSSION OF COLORS AT LUNCHEON MEETING	NATIONAL HOME FASHIONS LEAGUE (141 E. 44TH ST.)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
	#Color Makes Dollars and Sense"--panel discussion at National Home Fashions League luncheon. Moderator: Barbara Welles. Panel: Carolyn Schnurer, fashion designer; William M. Stuart, Martin-Senour Paint Co.; Don P. Caverly, Sylvania Electric; Russel Wright, industrial designer; Carl Foss, color philosopher and scientist; Olga Gordon, home furnishings coordinator for John Wanamaker Stores. Price: $4.25 for members; $4.75 for guests. Contact: MU. 7-8122.		
Tuesday March 23 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON SHOW	ZITA, INC. (755 MADISON AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Zita's Spring boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 24 12:15 P.M. Cocktails-Luncheon	PRESS PREVIEW: FALL SWEATERS & SKIRTS	BERNHARD ALTMANN CORP. (1451 BROADWAY)	ST. REGIS HOTEL ROOF
	Preview of the Fall and Holiday collection of Bernhard Altmann and Connaught ensembles, matching sweaters and skirts. By invitation only. Publicity: Frances Hansson at Bernhard Altmann, WI. 7-1818.		
Wednesday March 24 12:30 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	JOHN CRICE RICH (57 WEST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
	Showing of custom-order fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday March 25 1:00 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW	HENRI À LA PENSÉE (8 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Spring and Summer custom originals will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director and Show Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday March 25 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	NEARLY NEW THRIFT SHOP (938 8TH AVE.)	HOTEL PLAZA BALLROOM
	Annual luncheon and fashion show for benefit of charitable organizations that are aided by the Nearly New Thrift Shop. Fashions by Eleanora Garnett; jewels by Harry Winston; hats by Robert Galer. Price: $6.00. Contact: Louise Edgar, 1050 Park Avenue, or CO. 5-4448.		
March 29-April 4	NATIONAL BOYS' CLUB WEEK. Contact: Boys' Club of America, 381 Fourth Avenue, MU. 4-7187.		
Tuesday March 30 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday March 31 12:30 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW	PRINGLE OF SCOTLAND (24 WEST 40TH ST.)	HOTEL PIERRE COTILLION ROOM
	Luncheon showing of the Pringle of Scotland sweater collection, available at Abercrombie & Fitch, B. Altman & Co., and Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pringle Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday April 1 4:00 P.M.-5:30 P.M. Cocktails	NEW TRENDS IN HAIR FASHIONS	ROBERT FIANCE HAIR DESIGN INSTITUTE	HOTEL WOLCOTT FIFTH AVE. & 31ST ST.
	"Italian Boy Gone East"--Robert Fiance will present new trends in hair fashions, coordinated with Spring and Summer millinery. By invitation only. Contact: E. Ruth Pepper, 40 East 49th St., PL. 3-4431.		
Sunday April 4-April 8	NATIONAL LUGGAGE & LEATHER GOODS SHOW	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER
	Showing of luggage, trunks, brief cases, and personal leather goods on 7th, 8th and 9th floors of the Hotel New Yorker. (Press registration on 9th floor.) Contact: Elizabeth Fryman, LE. 2-3960.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 5	NATIONAL PACKAGING WEEK. (April 5 - 8)		
Tuesday April 6 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday April 7 9:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS BY DAVID CRYSTAL	BEST & CO.	13TH FLOOR RECREATION ROOM
	Best's will present a "Kaleidoscope" of David Crystal fashions, including suits, dresses and Haymaker separates. By invitation. David Crystal Publ.: Terry Mayer, BR. 9-6560. Best Publ.: Gay Stearns, PL. 9-2000.		
Wednesday April 7 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA GRAND BALLROOM
	Third annual luncheon fashion presentation of clothes by leading designers, for the benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of $25.00 contributions book. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.		
Thursday April 8 9:30 A.M.-11:30 A.M. Breakfast	PREVIEW AT NEW SHOWROOMS	LEE BERNAY ASSOCIATES	911 THIRD AVENUE AT 55TH STREET
	Preview of casual collection of Cal-Mode furniture, new creations of Lamp Craft Studios, cabinetry and wall decor by Lee Bernay. (Note Change of Date). By invitation only. Publicity: Maurice Murray at Jamian Advertising, WO. 2-6020.		
Thursday April 8 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will have its Fabrics Division luncheon meeting. Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer. (Price and details later). Contact: The Fashion Group, CI. 7-3940.		
Thursday April 8 8:30 P.M.	BENEFIT PREVIEW OF AMERICAN PAINTINGS	BROOKLYN MUSEUM	KNOEDLER GALLERIES 14 EAST 57TH STREET
	"American Panorama", an exhibition of American paintings from the collections of the Brooklyn Museum, to be held at the Knoedler Art Galleries for the benefit of The Brooklyn Museum. Forty paintings have been selected, representing over two centuries of American Art. Special benefit showing April 8 at 8:30 P.M. Price: $6.00. Open to public through April 30. Admission: 50¢. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000; Leila Wittler at Knoedler, PL. 3-9742.		
April 12	HOLY WEEK (April 12 - April 17).		
Tuesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
	Gunther Jaeckel will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
April 16	GOOD FRIDAY.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 18	EASTER SUNDAY.		
April 18	PASSOVER (Sunday, April 18 - April 25).		
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
	The Fashion Group will have their Cosmetics Division Luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Price will be announced later.) Contact: The Fashion Group, CI. 7-3940.		
Tuesday April 20 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Arnold Constable's Summer fashion will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Postponed April 20	THE COSTUME INSTITUTE'S PREVIEW OF "THE FINE ART OF COSTUME" SCHEDULED FOR TUESDAY, APRIL 20 AT 2:00 P.M., HAS BEEN POSTPONED. (New Date Later.)		
Tuesday April 20 9:00 P.M. Dinner-Dance	THIRD ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	Third annual "April in Paris"Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin -- are making a special collection of dresses which will be shown. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mrs. Bonnet. Reservations--$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.		
Postponed April 21	OOMPHIES PREVIEW OF FALL AND HOLIDAY FOOTWEAR, ORIGINALLY SCHEDULED FOR WED., APRIL 21 AT 12:00 NOON, HAS BEEN POSTPONED TO MON., MAY 3.(See Pg.8)		
********** Tuesday * April 13 * 2:30 P.M. * ********** Out-of-Date Order	SUMMER FASHIONS BY SUZY PERETTE	RUSSEKS FIFTH AVENUE	3RD FLOOR
	Russeks will present Summer cotton dresses by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Wednesday April 21- April 30	"PARIS IN NEW YORK" SECOND FESTIVAL	PARIS IN NEW YORK COMMITTEE	57TH STREET AND VICINITY
	The Fifth Avenue Association is cooperating with the "Paris in New York Committee" in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. For benefit of--American Aid to France Student Center in Paris, The American Library in Paris and Relief Projects of the Committee of French-American Wives. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n., PE. 6-7900.		
April 25- May 1	NATIONAL BABY WEEK.		
	Contact: Earnshaw Publications, 101 W. 31st St., N.Y., WI. 7-9804.		
April 26- May 8	THE SLEEP SHOW.		
	Contact: Nat'l Assn. of Bedding Mfrs., 1404 Merchandise Mart, Chicago.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 27 9:00 A.M.-5:00 P.M.	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivell-Hall Co. Tickets: $100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.		
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM
	About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Speaker: Lewis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: $20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.		
May 1	NATIONAL CORRECT POSTURE WEEK. (May 1 - May 7)		
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
	Lord & Taylor will present the Seventeenth Annual Awards Luncheon. (More details later.) Public Relations: Rea Lubar, WI. 7-3300.		
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
	"At Home And On The Go"--Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. (Note Change of Date). Contact: Patricia Kannon at Oomphies, PE. 6-9444.		
Wednesday May 3-May 4	COUTURE OPENINGS IN CALIFORNIA	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
	Fall custom wholesale collections in California. Designers include: Monday, May 3: Marusia, Howard Greer, Angovar, Irene, Edith Small. Tuesday, May 4: Ernest Newman, Athena, Cahill Ltd. Wednesday, May 5: John Carter. Contact individual manufacturers.		
May 9	MOTHER'S DAY. Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Monday May 10-May 15	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
	Theme: "Now Is The Time To Pick Cotton"--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.		
Beginning Monday May 17	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The members of the Fashion Originators' Guild of America will present Fall collections two weeks earlier than previous years. Members include:		
	LARRY ALDRICH CO., INC.	HORWITZ ~~& DUBERMAN~~	RUDOLF GOWNS
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	HARVEY BERIN, LTD.	~~J L F ORIGINAL, INC.~~	HERBERT SONDHEIM
	ED GERRICK, INC.	NAT KAPLAN, INC.	FRANK STARR, INC.
	A. GOODMAN & CO.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	GRABOIS	PAUL PARNES CORP.	HANNAH TROY, INC.
	FRED GREENBERG DRESS CO.	~~PARNIS-LIVINGSTON, INC.~~	SAMUEL WINSTON, INC.
	~~JOSEPH HALPERT, INC.~~	BEN REIG, INC.	
	Contact: Leonard W. Gendler, Exec. Sec., 1440 B'way, CH. 4-6945.		

MOVIES...THEATRE...OPERA...BALLET

Week Of March 15	EIGHTEENTH WEEK: METROPOLITAN WEEK MET. OPERA HOUSE, 39TH ST. & B'WAY Mon., March 15: Mussorgsky's BORIS GODUNOV. Wed., March 17: Wagner's DIE WALKUERE. Thurs., March 18: Muscagni's CAVALLERIA RUSTICANA and Leoncavallo's I PAGLIACCI. Fri., March 19: Verdi's LA TRAVIATA. Sat. Mat., March 20: Verdi's LA FORZA DEL DESTINO. Sat. Eve., March 20: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.
Beginning Tuesday March 16	TENTH & FINAL WEEK N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET Tues., March 16 to Sun., March 21: THE NUTCRACKER. Tickets: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.
Tuesday March 23-May 30	OPENING: GILBERT & SULLIVAN OPERETTAS PRESIDENT THEA., 247 W. 48TH ST. The American Savoyard will present ten weeks of Gilbert & Sullivan operettas. Producer and Director: Dorothy Raedler. Week beginning March 23: THE MIKADO. March 30: PIRATES OF PENZANCE; April 6: PATIENCE. April 13: THE GONDOLIERS; April 20: RUDDIGORE; April 27: IOLANTHE; May 4: YEOMEN OF THE GUARD; May 11: PRINCESS IDA; May 18: H.M.S. PINAFORE; May 25: THE SORCERER. Tickets: $1.50-$3.60. Publ.: Max Eisen, OX. 5-1864.
Beginning Thursday March 25	FIRST WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET Thurs., March 25: Strauss' SALOME. Fri., March 26: Verdi's RIGOLETTO. Sat. Mat., March 27: Bizet's CARMEN. Sat. Eve., March 27: Strauss' DIE FLEDERMAUS. Sun. Mat., March 28: Verdi's LA TRAVIATA. Sun. Eve., March 28: Mozart's DON GIOVANNI. Tickets: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.
Wednesday March 31-May 9	OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Premiere opening of the Ringling Bros. and Barnum & Bailey Circus for the benefit of the United Cerebral Palsy Fund. Tickets: $50.00-$10.00. Contact: Mr. Norman Kimball, PL. 3-3005. General admission thereafter: $1.50-$6.50. Publicity: Mr. Roland Butler, CI. 6-6600.
Thursday April 1	OPENING: "THE KING OF HEARTS" LYCEUM THEATRE, 149 W. 45TH ST. Elaine Perry will present a satirical comedy about a cartoonist by Jean Kerr and Eleanor Brooke. Starring: Donald Cook and Jackie Cooper with Cloris Leachman. Director: Walter F. Kerr. Settings & costumes: Frederick Fox. Publicity: Bill Doll Assoc., CI. 5-8747.
Tuesday April 6	OPENING: "THE MAGIC AND THE LOSS" BOOTH THEATRE, 222 W. 45TH ST. Alexander H. Cohen and Ralph Alswang will present Julian Funt's new play about a woman advertising executive, co-starring Uta Hagen, Robert Preston, Lee Bowman. Director: Michael Gordon. Settings: Ralph Alswang. Costumes: Jocelyn. Publicity: Ben Washer, MU. 4-4200.
Wednesday April 7	OPENING: "ANNIVERSARY WALTZ" BROADHURST THEATRE, 235 W. 44TH ST. Macdonald and Kitty Carlisle in Jerome Chodorov and Joseph Fields' new comedy about family problems, presented by Joseph M. Hyman and Bernard Hart. Director: Moss Hart. Settings: Frederick Fox. Costumes: Robert Mackintosh. Publicity: Nat Dorfman, LO. 3-0858.
Thursday April 8	OPENING: "BY THE BEAUTIFUL SEA" MAJESTIC THEATRE, 245 W. 44TH ST. Shirley Booth will star in Herbert and Dorothy Fields' new comedy about Coney Island. Cast includes Wilbur Evans, Cameron Prud'homme, Mae Barnes. Produced by Robert Fryer and Lawrence Carr. Director: Marshall Jamison. Sets: Jo Mielziner. Costumes: Irene Sharaff. Publicity: Bryam-Perlman, CI. 5-9125.